

February 2004
this issue

Tourism conference
Halone joins staff
Lewis & Clark grants
FAM trips

division of tourism

commerce matters

North Dakota Naturally

North Dakota Naturally is the theme of this year's North Dakota Tourism Conference Feb. 29-March 2 at the International Inn in Minot.



← Tourism Awards

The application **deadline is Feb. 10** for Tourism Award nominations. For details and a nomination form, go to the Resource Center at www.ndtourism.com. Or contact the North Dakota Tourism Division at 328-2525 or your local convention and visitors bureau.

Awards to be presented at Monday's noon luncheon include Tourism Industry Leader, Front-line Tourism Employee, Public or Non-Profit Tourism Entity, Private Tourism Entity and International Tourism Award. The Governor's luncheon and awards program will be held Monday at noon.

← Brochure Swap

The Brochure Swap kicks off this year's tourism conference. Activities get under way at 3 p.m., Sunday, Feb. 29. Save postage, bring your materials in bulk to swap with other conference attendees. Get your word out.

Robert Stevenson, an internationally known speaker and author of *"How to Soar Like an Eagle in a World Full of Turkeys,"* will be the keynote speaker Monday, March 1.

"This annual tourism conference is a valuable opportunity for everyone involved in the industry – from small producers of specialty North Dakota products to our major tourism operations – to market products and services they offer visitors to North Dakota," said conference chairperson Phyllis

Hodnefield.

Plan to attend Tuesday's lunch where North Dakota Tourism will debut our new TV ads, video and print campaign. We also will present results from the 2003 campaign.

Registration is \$99 for the first attendee from a business, and \$85 for each additional person from the same business. Rooms have been reserved at a discounted rate at the International Inn. Call the International Inn at 852-3161 or 800-735-4493. For more information, call Minot CVB at 857-8206 or 800-264-2626. ●

Halone joins Tourism Division

Michelle Halone is the newest member of the North Dakota Tourism staff.

Halone joined the division as a travel counselor/administrative assistant in January of 2004. Her responsibilities will be to administer call center operations, including fulfilling and recording all requests for information and providing travel counseling services to potential visitors. Additionally, she will provide marketing support to program managers.

A native of North Dakota, Michelle earned her bachelor's degree in Business Management from the University of Mary. Prior to joining the Tourism Division, she worked as a coding specialist in the health care field. ●



Michelle Halone joined Tourism in January.

division of tourism

2004 FAM schedule

Each year, the Tourism Division hosts FAM (familiarization) tours of North Dakota for media representatives and group tour operators. Hosting these tours generates

valuable media coverage as well as increased travel to the state. FAM

2004 FAM dates

June 10-15: Group travel in conjunction with 2Nations partnership

July 29-Aug 3: Media

Aug 11-Aug 16: Group travel

Sep 8-13: International media/operators

October 22-28: Media on Lewis & Clark Trail

participants pay their way to and from North Dakota. Once they are in the state, it is our responsibility to cover their meals, travel and accommodation expenses. We look to you, North Dakota tourism entities, to help host these FAM participants while they are here. Participants come to your regions to experience what you have to offer. It is a great opportunity for you to show off your accommodations, attractions, dining, outdoor adventure, shopping, etc.

This year, FAM participants will fly to Fargo and begin their adventures exploring North Dakota in the east and then travel through central North Dakota, ending up in

the west. We are developing more specific itineraries at this time. We already have media and group tour operators interested in the FAMs.

In addition to the FAMs listed above, there will be individual media and international FAMs throughout the year, depending on the requests.

We look forward to working with you to host these FAMs in North Dakota in 2004. Please call Rachel Retterath if you have any questions regarding hosting the FAM participants at 701-328-2532. ●

Taking a bite of the Apple

Tourism Group Marketing Director Deanne Keller was part of a North Dakota contingent that featured six Destination Marketing Organizations and two accommodation industry reps at the American Bus Association convention in New York City, Jan. 16-20.

The North Dakota group had 90 prescheduled appointments and picked up several additional appointments to fill its schedules.

The convention had the highest number of registered operators (more than 600) and the most first-time delegates to ever attend the gathering. Success in the marketplace requires forming good relationships

The Press Run: Featuring North Dakota

The Tourism Division works continuously to get positive media coverage for North Dakota. Although we don't get a guarantee on what stories and information the media will use or when they will use it, we keep pumping out the good news about North Dakota and have seen great success in receiving regional, national and international coverage.

Check out some of the great media exposure in **December** and **January**:

- American Cowboy Magazine: 4-page North Dakota feature
- Destinations Magazine: 2-page North Dakota feature
- St. Paul Pioneer Press, Arizona Republic, Chicago Tribune, L.A. Times, Kansas City Star, others: Circle of Cultures Signature Event
- Midwest Living Web site: Travel section features Devils Lake Perch Express and other North Dakota listings
- St. Paul Pioneer Press: 2003 Hot Travel Destination features Jamestown Buffalo and Lewis & Clark Trail
- Aftenposten (Major Norwegian paper): North Dakota feature
- Dagbladet (Major Norwegian paper): Western North Dakota feature
- Kauppalehti (Finnish paper): American Indian feature



between operators and the travel industry sector, such as destination marketing organizations, attractions, accommodations, food service industries, motorcoach and receptive operators.

Representing North Dakota DMOs were Sandy Dobmeier, Greater Grand Forks Convention and Visitors Bureau; Sylvia Garcia, Fargo-Moorhead Convention and Visitors Bureau; Lori Anderson, Jamestown Promotion and Tourism Bureau; Sheri Grossman, Bismarck-Mandan Convention and Visitors Bureau; Wade Westin, Theodore Roosevelt Medora Foundation; Deb Berggren and Sheryl Persons of Tharaldson Properties representing the accommodation. The North Dakota delegation did an excellent job representing their communities and cross-selling the state. ●

Lewis & Clark grants available

Lewis & Clark event grants are now available for individual businesses, event promoters and tourism marketing organizations looking to promote Lewis & Clark tourism-related events within the state of North Dakota for the 2004 season.



Grant dollars come directly from the North Dakota Lewis & Clark Bicentennial Merchandise Program. The program collects royalty fees from commercial vendors using the official North Dakota Lewis & Clark Bicentennial logo. The royalty fees collected benefit the two North Dakota National Signature Events, as well as other North Dakota Lewis & Clark events.

The event must be Lewis & Clark related, but it is not necessary to be located along the trail. Each grant is \$250.

The requests will be reviewed by the Lewis & Clark Merchandising subcommittee of the North Dakota Lewis & Clark Governor's Advisory Board.

Applications are available at www.ndtourism.com or calling 701-328-3505. Deadline is March 12. ●

Tourism Quarterly Report

Area of Travel	2003 Fourth Quarter	2002 Fourth Quarter	Percent Change 03-02
State Park Visitors	88,174	73,735	20%
National Parks	51,081	37,374	37%
Web Visits	147,005		
Major Attractions	71,472	78,347	-9%
Local Visitors Centers	8,798	8,555	3%
N.D. Airport Passengers	147,424	140,943	4.6%
Cumulative Lodging Tax	\$532,587.11	\$501,681.73	6%
1 percent Lodging Tax	\$348,827.80		
Statewide Hotel Occupancy Rate	66.2% (Oct.) 61.4% (Nov.) 47.9% (Dec.)	63.2% (Oct.) 49.1% (Nov.) 43.3% (Dec.)	4.7% (Oct.) 4.7% (Nov.) 10.6% (Dec.)
Statewide Average Room Rate	\$54.30 (Oct.) \$50.91 (Nov.) \$50.72 (Dec.)	\$53.19 (Oct.) \$49.69 (Nov.) \$50.13 (Dec.)	2.1% (Oct.) 2.5% (Nov.) 12% (Dec.)

The above chart shows the visitation stats for the fourth quarter of 2003. Participating entities:

State Parks: Cross Ranch, Ft. Ransom, Ft. Stevenson, Grahams Island, Icelandic, Lake Metigoshe, Lake Sakakawea, Lewis & Clark, Turtle River, Shelters Grove, Ft. Lincoln, Beaver Lake. **National Park:** Teddy Roosevelt National Park, Fort Union. **Major Attractions:** Bagg Bonanzaville Farm, Bonanzaville, USA, Chateau de Mores, Medora Musical, Dakota Dinosaur Museum, Frost Fire Theater/Frost Fire Ski, Knife River Indian Villages, L&C Interpretive Center/Fort Mandan, National Buffalo Museum, ND State Capitol, North Dakota Heritage Center, Pembina State Museum, Plains Art Museum, International Peace Garden, Three Affiliated Tribes Museum. **Local Visitors Centers:** Bismarck, Devils Lake, Dickinson, Fargo/Moorhead, Grand Forks, Jamestown, McKenzie County, Minot, Beach Info Center. North Dakota Tourism uses Webtrends to gather visitor data from www.ndtourism.com. The statewide hotel occupancy rate is measured by Smith Travel Research. ●

division of tourism



North Dakota Tourism's Fred Walker, left, visits with tour operators during a stop on the Scandinavian tour.

Scandinavia tuning in

It was obvious from the turnout that people in Scandinavia are excited about North Dakota.

"Everywhere we went, the media was very supportive of

North Dakota. We had interpreters with us, and they really helped draw the attention of the media, tour operators and the general public," Tourism Division International Travel Marketing Director Fred Walker said. "North Dakota has been featured in the press more than anybody else."

That, in turn, should mean an increase in travel to the state in the near future, Walker said.

Walker and Tourism Division Director Sara Otte Coleman were among the North Dakota contingent that hit the market hard in promotion of North Dakota. They were accompanied by American Indian interpreters Dakota Goodhouse, Kandi Mossett, Ramon Malnourie and Matt Schanandore, who shared their cultures with people attending the show through a marketing partnership with Icelandair.

Attendance at Reiselev in Norway was up 13 percent, and attendance at Matka in Finland was up 2 percent. ●

WHERE'S SCOOTER?

Last month Pembina Gorge, this month ...

January's winner of the "Where's Scooter?" prize is Pamela Stewart of Bowdon, who correctly identified the location as the Pembina Gorge. In all, four correct answers were received at the Tourism office, and Stewart had her name drawn from a hat.

Stewart received a North Dakota Legendary sweatshirt. This month we've stopped by this historically significant site to watch the moon make its appearance.

Please E-mail your answers to jpursley@state.nd.us by Feb. 20. In the event of a tie, a drawing will be held to determine who receives the Legendary or Lewis and Clark item. Be sure to include your name, address and phone number. ●



Frontier soldiers used to see this site as they prepared to turn in for the evening. North Dakota is where history comes alive. Where am I?

Looking at ecotourism

"Economics of Ecotourism" was the theme of the 2004 Nature Tourism Conference held in conjunction with Marketplace for Entrepreneurs at the Alerus Center in Grand Forks.

Highlights of the nature tourism program included a panel discussion on financial considerations and opportunities for assistance available through the SBA, Bank of North Dakota, Department of Commerce and private financial institutions.

Dr. Larry Leistritz and Nancy Hodur of NDSU Agribusiness and Applied Economics Department presented a great program. Look for helpful information to come from this survey in its final presentation. ●

Fill the brochure racks

Your promotional materials are needed now for the brochure racks. If you would like your materials displayed at North Dakota rest areas, please send them in now. Contact Mark Zimmerman at mzimmerman@state.nd.us or 701-328-2509 or Michelle Halone at 701-328-7265 for more information. ●

Sport show partnerships available

The sport show circuit kicked off with several shows in the Upper Midwest showcasing ice fishing, camping and boating opportunities and general outdoor recreation. Opportunities are still available for partners to participate with North Dakota Tourism in sport shows in a

number of locations over the next couple months. From staffing booths to having your brochures available for distribution, these are great ways to promote North Dakota as a must-see destination. Please contact Mark Zimmerman at 328-2509 or at mzimmerman@state.nd.us for more information. ●

Alternative tourism conference

The fifth annual North Dakota Alternative Tourism and Rural Enterprise Conference will be held Thursday, April 1, 2004, in Wishek. The event gets under way at 8 a.m. with Registration & Rolls at the Wishek Civic Center, and sessions begin promptly at 8:30. The event will feature speakers experienced in activities, events and businesses that may not be considered "mainstream" tourism, as well as rural entrepreneurship. Business owners who would like to display their products or services are encouraged to set up a booth at no charge.

There is a \$15 per person registration fee to attend the conference. To see a tentative agenda and print out a registration form, go to www.edgeley.com.

For more information or to reserve booth space, contact Tom Lovik at 701-452-2371 or Becky Meidinger at 701-288-3275.

The conference is sponsored by the Dakota Heartland Champion Community, which includes the cities of Edgeley, Kulm, Napoleon, Wishek, Ashley, Lehr and Zeeland. ●

N.D. Tourism

2004 Sport Shows

LaCrosse Sports Show

Feb. 12-15

Duluth Sports Show

Feb. 18-22

Des Moines Sports Show

Feb. 18-22

Omaha Sports Show

Feb. 25-29

Northwest Sports Show (Minneapolis)

March 2-7

Sioux Falls Sports Show

March 11-14

Milwaukee Sports Show

March 12-21